

U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233

FOR IMMEDIATE RELEASE
TUESDAY, FEBRUARY 14, 2006, AT 8:30 A.M. EST

Scott Scheleur / Judy Ross Davis
Service Sector Statistics Division
(301) 763-2713

CB06-17

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES January 2006

Intention to Revise Retail Estimates: Monthly retail sales estimates will be revised based on the 2004 Annual Retail Trade Survey and the results of the 2002 Census of Retail Trade. Revised unadjusted and corresponding adjusted data are scheduled for release on March 30, 2006.

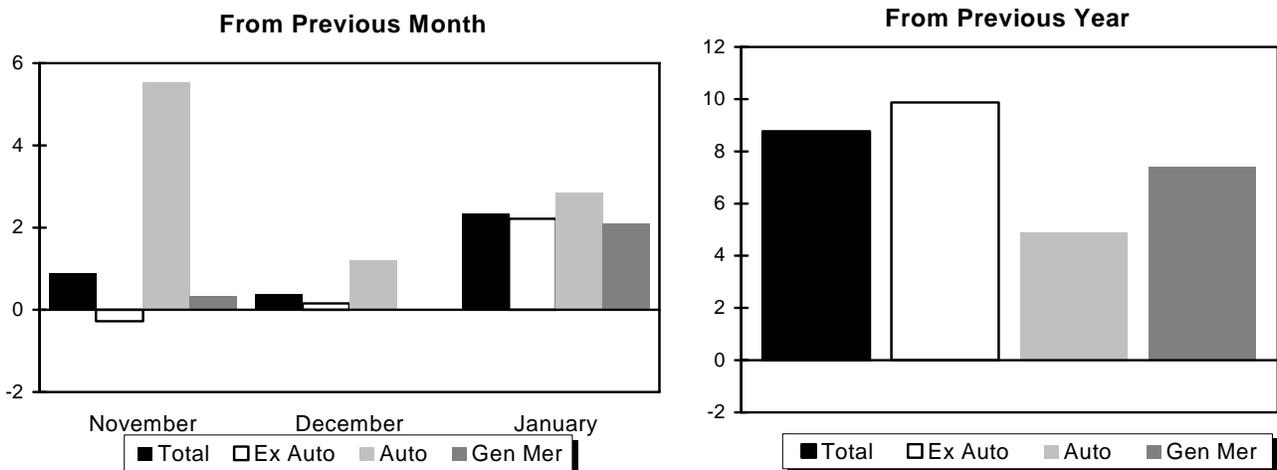
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for January, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$365.4 billion, an increase of 2.3 percent ($\pm 0.7\%$) from the previous month and up 8.8 percent ($\pm 0.8\%$) from January 2005. Total sales for the November 2005 through January 2006 period were up 7.1 percent ($\pm 0.5\%$) from the same period a year ago. The November to December 2005 percent change was revised from +0.7 percent ($\pm 0.7\%$)* to +0.4 percent ($\pm 0.4\%$)*.

Retail trade sales were up 2.3 percent ($\pm 0.8\%$) from December 2005 and were up 8.5 percent ($\pm 0.8\%$) above last year. Gasoline station sales were up 22.7 percent ($\pm 3.1\%$) from January 2005 and sales of building material and garden equipment and supplies dealers were up 14.7 percent ($\pm 2.0\%$) from last year.

The advance estimates are based on a subsample of the Census Bureau's full retail and food services sample. A stratified random sampling method is used to select approximately 5,000 retail and food services firms whose sales are then weighted and benchmarked to represent the complete universe of over three million retail and food services firms. Responding firms account for approximately 65% of the MARTS dollar volume estimate. For an explanation of the measures of sampling variability included in this report, please see the Reliability of Estimates section on the last page of this publication.

Percent Change in Retail and Food Services Sales

(Estimates adjusted for seasonal variation and holiday and trading-day differences, but not for price changes)



The Advance Monthly Sales for Retail and Food Services for February is scheduled to be released March 14, 2006 at 8:30 a.m. EST.

For information, visit the Census Bureau's Web site at <<http://www.census.gov/retail>>. This report is also available the day of issue through the Department of Commerce's STAT-USA (202-482-1986).

* The 90 percent confidence interval includes zero. The Census Bureau does not have sufficient statistical evidence to conclude that the actual change is different from zero.

Table 1. Estimated Monthly Sales for Retail and Food Services, by Kind of Business

(Total sales estimates are shown in millions of dollars and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS ¹ code	Kind of Business	Not Adjusted							Adjusted ²				
		1 Month Total		2006	2005			2004	2006	2005			2004
		2006	% Chg. 2005	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services,												
	total	325,686	8.9	325,686	415,577	352,745	299,014	393,631	365,369	357,003	355,673	335,918	337,429
	Total (excl. motor vehicle & parts) ...	258,650	9.8	258,650	342,827	285,923	235,486	319,419	287,156	280,958	280,533	261,353	260,131
	Retail	292,112	8.8	292,112	379,398	319,660	268,560	360,352	328,955	321,706	320,662	303,137	304,545
	GAFO⁴	(*)	(*)	(*)	141,004	99,331	73,268	134,521	(*)	90,588	90,684	86,191	85,793
441	Motor vehicle & parts dealers	67,036	5.5	67,036	72,750	66,822	63,528	74,212	78,213	76,045	75,140	74,565	77,298
4411, 4412	Auto & other motor veh. dealers ..	61,246	5.2	61,246	66,687	60,710	58,211	68,551	71,801	69,683	68,832	68,564	71,407
44111	New car dealers	(*)	(*)	(*)	56,670	50,592	48,779	58,759	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,063	6,112	5,317	5,661	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	8,607	9.5	8,607	11,325	10,263	7,863	10,809	9,574	9,230	9,330	8,785	8,788
4421	Furniture stores	(*)	(*)	(*)	5,499	5,318	4,482	5,371	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	5,826	4,945	3,381	5,438	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	8,061	6.9	8,061	13,798	9,512	7,541	13,049	8,633	8,463	8,547	8,083	7,975
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	11,613	7,901	6,104	10,933	(*)	6,888	6,980	6,556	6,446
44312	Computer & software stores.....	(*)	(*)	(*)	2,185	1,611	1,437	2,116	(*)	1,575	1,567	1,527	1,529
444	Building material & garden eq. & supplies dealers	24,274	17.6	24,274	25,945	28,069	20,640	23,948	30,228	29,242	29,289	26,365	26,531
4441	Building mat. & sup. dealers	(*)	(*)	(*)	23,405	25,397	18,941	21,609	(*)	25,833	25,863	23,326	23,437
445	Food & beverage stores	42,486	2.6	42,486	49,559	44,031	41,416	46,778	44,427	44,354	44,211	42,602	42,304
4451	Grocery stores	38,513	1.9	38,513	42,697	39,218	37,794	40,725	39,582	39,571	39,415	38,292	38,061
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,262	3,012	2,230	3,785	(*)	2,943	2,941	2,667	2,645
446	Health & personal care stores	18,836	8.1	18,836	21,069	18,255	17,426	19,764	18,988	18,728	18,666	17,691	17,429
44611	Pharmacies & drug stores	(*)	(*)	(*)	17,800	15,521	14,957	16,775	(*)	15,808	15,822	15,123	14,741
447	Gasoline stations	31,463	22.0	31,463	31,942	32,027	25,793	27,378	35,312	33,482	33,713	28,787	28,728
448	Clothing & clothing accessories stores	13,261	9.7	13,261	30,480	18,463	12,090	28,391	17,905	17,184	17,195	16,272	16,091
44811	Men's clothing stores	(*)	(*)	(*)	1,428	921	649	1,413	(*)	819	827	823	820
44812	Women's clothing stores	(*)	(*)	(*)	4,828	3,386	2,347	4,498	(*)	3,199	3,222	3,001	2,981
44814	Family clothing stores	(*)	(*)	(*)	11,117	7,432	4,335	10,287	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,859	2,070	1,509	2,671	(*)	2,121	2,158	1,980	2,011
451	Sporting goods, hobby, book & music stores	6,620	6.5	6,620	12,496	7,424	6,214	11,963	7,013	6,912	6,799	6,597	6,628
452	General merchandise stores	39,167	6.9	39,167	67,906	50,207	36,623	65,421	46,459	45,502	45,498	43,253	43,151
4521	Department stores (ex. L.D.).....	14,017	-1.1	14,017	31,024	21,117	14,169	31,936	18,134	17,845	18,027	18,014	18,183
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	31,312	21,326	14,317	32,317	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	36,882	29,090	22,454	33,485	(*)	27,657	27,471	25,239	24,968
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	31,552	25,276	19,813	28,274	(*)	24,196	24,004	21,917	21,600
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,330	3,814	2,641	5,211	(*)	3,461	3,467	3,322	3,368
453	Miscellaneous store retailers	8,776	6.3	8,776	11,928	9,817	8,256	11,619	9,741	9,512	9,648	9,388	9,203
454	Nonstore retailers	23,525	11.1	23,525	30,200	24,770	21,170	27,020	22,462	23,052	22,626	20,749	20,419
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	19,635	15,567	12,443	17,578	(*)	14,459	14,191	12,989	12,784
722	Food services & drinking places ...	33,574	10.2	33,574	36,179	33,085	30,454	33,279	36,414	35,297	35,011	32,781	32,884

(*) Advance estimates are not available for this kind of business.

(NA) Not available. (a) Advance estimate. (p) Preliminary estimate. (r) Revised estimate.

(1) For a full description of the NAICS codes used in this table, see <http://www.census.gov/epcd/www/naics.html>

(2) Estimates are concurrently adjusted for seasonal variation and for holiday and trading day differences, but not for price changes. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-12 ARIMA program. The factors derived from the program are used in calculating all seasonally adjusted estimates shown in this table. Year-to-date seasonally adjusted sales estimates are not tabulated. Adjustment factors and explanatory material can be found on the Internet at <http://www.census.gov/mrts/www/mrts.html>

(3) Advance estimates are based on early reports obtained from a small sample of firms selected from the larger Monthly Retail Trade Survey (MRTS) sample. All other estimates are from the MRTS sample

(4) GAFO represents firms which specialize in department store types of merchandise and is comprised of furniture & home furnishings (442), electronics & appliances (443), clothing & accessories (448), sporting goods, hobby, book, and music (451), general merchandise (452), office supply, stationery, and gift stores (4532).

(5) Estimates include data for leased departments operated within department stores. Data for this line are not included in broader kind-of-business totals.

Note: Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/mrts/www/mrts.html>

Table 2. Estimated Change in Monthly Sales for Retail and Food Services, by Kind of Business

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS code	Kind of Business	Percent Change ¹					
		Jan. 2006 Advance from --		Dec. 2005 Preliminary from --		Nov. 2005 through Jan. 2006 from --	
		Dec. 2005 (p)	Jan. 2005 (r)	Nov. 2005 (r)	Dec. 2004 (r)	Aug. 2005 through Oct. 2005	Nov. 2004 through Jan. 2005
	Retail & food services, total	2.3	8.8	0.4	5.8	2.2	7.1
	Total (excl. motor vehicle & parts) ...	2.2	9.9	0.2	8.0	1.5	8.8
	Retail	2.3	8.5	0.3	5.6	2.0	6.9
441	Motor vehicle & parts dealers	2.9	4.9	1.2	-1.6	4.9	1.3
4411, 4412	Auto & other motor veh. dealers ..	3.0	4.7	1.2	-2.4	4.9	0.7
442	Furniture & home furn. stores	3.7	9.0	-1.1	5.0	1.1	7.2
443	Electronics & appliance stores	2.0	6.8	-1.0	6.1	1.1	6.6
444	Building material & garden eq. & supplies dealers.....	3.4	14.7	-0.2	10.2	4.6	13.0
445	Food & beverage stores.....	0.2	4.3	0.3	4.8	0.6	4.6
4451	Grocery stores	0.0	3.4	0.4	4.0	0.4	3.7
446	Health & personal care stores	1.4	7.3	0.3	7.5	2.1	7.4
447	Gasoline stations	5.5	22.7	-0.7	16.5	-3.3	18.5
448	Clothing & clothing accessories stores	4.2	10.0	-0.1	6.8	3.2	8.0
451	Sporting goods, hobby, book & music stores.....	1.5	6.3	1.7	4.3	1.7	4.0
452	General merchandise stores.....	2.1	7.4	0.0	5.4	1.8	6.5
4521	Department stores (ex. L.D.).....	1.6	0.7	-1.0	-1.9	1.2	-0.4
453	Miscellaneous store retailers	2.4	3.8	-1.4	3.4	0.3	3.7
454	Nonstore retailers	-2.6	8.3	1.9	12.9	1.5	10.9
722	Food services & drinking places	3.2	11.1	0.8	7.3	3.7	9.0

(p) Preliminary estimates. (r) Revised estimates.

(1) Estimates shown in this table are derived from adjusted estimates provided in Table 1 of this report.

Note: Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/mrts/www/mrts.html>.

Source: U.S. Census Bureau

Survey Description

The U.S. Census Bureau conducts the Advance Monthly Retail Trade and Food Services Survey (MARTS) to provide an early estimate of monthly sales by kind of business for retail and food service firms located in the United States. Each month, questionnaires are mailed to a probability sample of approximately 5,000 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). Firms responding to MARTS account for approximately 65% of the total national sales estimate. Advance sales estimates are computed using a link relative estimator. The change in sales from the previous month is estimated using only units that have reported data for both the current and

previous month. There is no imputation or adjustment for nonrespondents in MARTS. The total sales estimate is derived by multiplying this ratio by the preliminary sales estimate for the previous month (derived from the larger MRTS sample). Detailed industry estimates are summed to derive total estimates at broad industry levels. The monthly estimates are adjusted using annual survey estimates and for seasonal variation and holiday and trading-day differences. Additional information on MARTS and MRTS can be found on the Census Bureau website at: <http://www.census.gov/mrts/www/mrts.html>.

Official Business

Penalty for Private Use, \$300

Reliability of Estimates

Because the estimates presented in this report are based on a sample survey, they contain sampling error and nonsampling error.

Sampling error is the difference between the estimate and the result that would be obtained from a complete enumeration of the sampling frame conducted under the same survey conditions. This error occurs because only a subset of the entire sampling frame is measured in a sample survey. Standard errors and coefficients of variation (CV), as given in Table 3 of this report, are estimated measures of sampling variation.

The margin of sampling error, as used on page 1, gives a range about the estimate which is a 90 percent confidence interval. If, for example, the percent change estimate is +1.2 percent and its estimated standard error is 0.9 percent, then the margin of sampling error is $\pm 1.65 \times 0.9$ percent or ± 1.5 percent, and the 90 percent confidence interval is -0.3 percent to +2.7 percent. If the interval contains 0, then one does not have sufficient statistical evidence to conclude at the 90

percent confidence level that the change is different from zero and therefore the change is not statistically significant. Estimated changes shown in the text are statistically significant unless otherwise noted. For a monthly total, the median estimated coefficient of variation is given. The resulting confidence interval is the estimated value $\pm 1.65 \times CV \times$ (the estimated monthly total). The Census Bureau recommends that individuals using estimates in this report incorporate this information into their analyses, as sampling error could affect the conclusions drawn from the estimates.

Nonsampling error encompasses all other factors that contribute to the total error of a sample survey estimate. This type of error can occur because of nonresponse, insufficient coverage of the universe of retail businesses, mistakes in the recording and coding of data, and other errors of collection, response, coverage, or processing. Although nonsampling error is not measured directly, the Census Bureau employs quality control procedures throughout the process to minimize this type of error.

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey and Monthly Retail Trade Survey)

NAICS Code	Kind of Business	Median CV ⁽¹⁾ for Current Mo. (%)	Median standard error ⁽¹⁾ for Percent change			Revision for month-to-month change ⁽²⁾	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
	Retail & food services,						
	total	0.8	0.4	0.2	0.5	0.2	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.4	0.2	0.4	0.1	0.1
	Retail	0.7	0.5	0.2	0.5	0.2	0.2
441	Motor vehicle & parts dealers	2.1	1.5	0.6	1.6	0.3	0.7
4411, 4412	Auto & other motor veh. dealers .	2.2	1.6	0.6	1.7	0.3	0.7
442	Furniture & home furn. stores.....	4.1	1.4	1.0	1.9	0.2	0.5
443	Electronics & appliance stores	1.9	0.6	0.5	1.0	0.3	0.3
444	Building material & garden eq. &....						
	supplies dealers.....	2.2	0.8	0.6	1.2	0.3	0.3
445	Food & beverage stores.....	0.9	0.2	0.2	0.5	0.0	0.1
4451	Grocery stores	0.9	0.2	0.2	0.4	0.0	0.1
446	Health & personal care stores	3.1	0.5	0.4	0.8	0.0	0.1
447	Gasoline stations	1.8	0.8	0.5	1.9	0.2	0.3
448	Clothing & clothing accessories						
	stores	1.5	0.6	0.5	0.7	-0.1	0.1
451	Sporting goods, hobby, book &						
	music stores.....	2.8	1.9	1.2	1.9	0.0	0.5
452	General merchandise stores.....	0.3	0.0	0.0	0.3	0.0	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.0	0.1
453	Miscellaneous store retailers	4.1	3.6	1.5	4.0	-0.1	0.4
454	Nonstore retailers	4.4	2.3	0.9	2.1	0.5	0.6
722	Food services & drinking places ..	3.0	0.7	0.7	1.6	0.2	0.1

(1) Estimated measures of sampling variability are based on estimates not adjusted for seasonal variation or holiday or trading-day differences. Medians are based on estimates for the most recent 12 months.

(2) These columns provide measures of the difference between the advance-to-preliminary and preliminary-to-final estimates of month-to-month change for the same pair of months as measured by the Advance sample and MRTS sample. The average and median differences are based on estimates for the most recent 12 months.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/mrts/www/mrts.html>

